# Pardon us while we change our dress

**Coming . . . a bright, modern, new package for gentle Philip Morris**

ON SEPTEMBER 20, Philip Morris is changing to a bright, modern red, white and gold package.

This new package is part of a policy of constant improvement designed to increase your sales and profits on all Philip Morris products.

To enable both you and ourselves to make the change-over and to clean up stocks of the brown package, may we suggest that from now on you limit your orders strictly to your estimated needs up to the September 20 date.

Commencing on that date, and from then on Philip Morris will be shipped only in the new package. When it arrives, move all your brown stock first.

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## Philip Morris

*...gentle for modern taste*

Ad No. 293-R
Trade 7x10

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